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channel, the voice over data channel being one of the plurality of data communications channels on the data network containing packetized voice signals, the data network telephones being operable to convert data packets communicated on the voice over data channel to voice;

a network telephony connection server being operable to provide telephony service to data network telephones and communicate at least one commercial message request with the commercial message server; and

the first data network telephone being operable to receive the commercial messages while communicating voice signals as data packets, the first data network telephone further comprising a message display device to display the commercial messages.

20. (Amended) A method for advertising on a telephony system, the method comprising the steps of:

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receiving a request to initiate a telephone call between a first data network telephone to a second

data network telephone over a data network, the first and second data network telephones having a

display screen, the request containing a caller user identifier to identify a user of the first data network telephone, and a callee user identifier to identify a user of the second data network telephone;

communicating a commercial message request to a commercial message server;

retrieving at least one commercial message from the commercial message server;

sending the at least one commercial message to the first data network telephone; and

receiving the at least one commercial message at the first data network telephone while the first data network telephone is communicating voice signals as data packets.

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26. (Amended) A method of providing advertising services comprising the steps of:

storing at least one commercial message in a commercial message database;

communicating with a telephony service provider to receive connection information, the connection information including at least a user identifier corresponding to a user of a data network telephone,

sending at least one commercial message request;

sending at least one commercial message to the data network telephone while the data network telephone is communicating voice signals as data packets; and

displaying the commercial message at the data network telephone.

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30. (Amended) A voice communication device comprising:

a network interface to communicate using at least one data communications channel over a data network, the data communications channel including at least one voice over data communications channel;

a voice over data processor to convert voice signals to voice over data signals, and to convert voice over data signals to voice signals, the voice over data signals being communicated on the voice over data communications channel;

a signaling stack to send a request comprising a callee identifier to initiate a telephone call and to send a response to a received request to initiate a telephone call from another voice communications device; and

a message display device to display at least one commercial message received over the data network from a commercial message server while the voice communications device is communicating the voice over data signals on the voice over data communication channel.